



www.sportsvideo.org/college

 @SVGCollege

WHAT IS THE



?

SVG's Brandon Costa leads a year-round mission aimed at supporting and educating content creators and technology professionals in the college video world.

- via regional events
- a dedicated monthly email newsletter
- website, reports



Brandon Costa, SVG



COMMITTEE MEMBERS

2016 Chairman: Imry Halevi, Harvard University, Director of Multimedia & Production

Rick Bagby, Clemson University, Asst. Athletic Director, Video and Technology

Jeff Bentley, Kent State University, Executive Producer, Kent State Sports Network

Mike Bilbow, College Football Hall of Fame, VP, Content & Production

Michael Bruce, University of Alabama, Asst. Professor of Telecommunication

Dan Butterly, Mountain West Conference, Senior Associate Commissioner

Kelly Carney, Conference USA, Associate Commissioner

Rick Church, Michigan State University, Director of Broadcast Technology

Paul Danna, University of South Carolina, Director of Gamecock Productions

Stephen Dombroski, St. John's University, Assoc. AD for Communications

Joe Ferreira, Learfield Sports, Chief Content Officer

Mark Fragale, Rochester Institute of Technology, Asst. Dir., Video Production Services

Mark Fratto, Linacre Media, Principal and Director of Business Development

Scott Hecht, ESPN/SEC Network, Manager, University Productions

John Heisler, University of Notre Dame, Sr. Assoc. AD, Media & Broadcast Relations

Charlie Hussey, Southeastern Conference, Assoc. Comm., SEC Network Relations

Steve Hurlbut, Tupelo-Honey Raycom Productions, Sr. Coordinating Producer

Joel Kitay, Kitay Productions, President

John Kvatek, University of Central Florida, Director of Video Services

David Lind, Indiana U. of Pennsylvania, Director, Center for Video Technology

Travis Llewellyn, Sun Belt Conference, Asst. Commissioner, Director of Electronic Media

Michael Martin, Texas Christian University, Film, Television, and Digital Media Professor

Ross Molloy, CBS Sports Network, Vice President, Remote Production

Chris Mycoskie, Southland Conference, Asst. Commissioner., Television & Electronic Media

Jim Nachtman, Penn State University, Director of Broadcast Operations

Ken Norris, UCLA, Director of Video Operations

Tom Odjakjian, American Athletic Conference, Sr. Assoc. Comm. Broadcasting. & Digital Content

Tim Pollard, Ball State University, Chair, Dept. of Telecommunications

Scott Rinehart, University of Notre Dame, Director, Media Technology

Mark Rodin, Florida State University, Director of Seminole Productions

John Servizzi, Webstream Productions, CEO, Founder

Kurt Svoboda, University of Michigan, Assoc. Athletic Dir. for External Comm. & Public Relations

Chris Taylor, Ball State University, Director of Digital Sports Production

Jeff Tourial, West Coast Conference, Assoc. Commissioner, Broadcast and Comm.

Bob Vecchione, NACDA, Executive Director

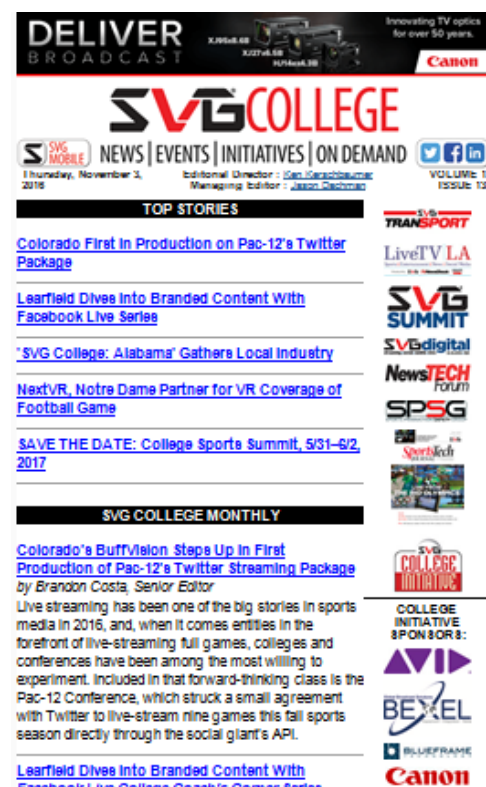
Richard Wanninger, Patriot League, Sr. Assoc. Executive Director for External Relations

Jerry Wetzel, Independent Broadcast Media Professional



TARGETED BRANDING ENVIRONMENTS

- College Website
(<http://www.sportsvideo.org/initiatives/college-initiative/>)
- College Newsletter
- College Events (national/regional)





SVG COLLEGE WEBSITE

Branding:

- Sponsor Logo
- Two rotating web banners:
 - Leaderboard Rotating Banner (728x90)
 - Bottom Rotating Banner (468x90)
- Editorial Coverage
 - Website dedicated to College Sports news, updates, college sports research surveys and reports





COLLEGE VIDEO NEWSLETTER

- SVG Newsletter dedicated once a month to College News
- College Initiative sponsor logos in prime position, top right column





EVENTS

- **2-3 Regional College Events/ 1 National Per Year**
 - Branding/sponsor logo on signage and promotions
- **Booth and ACE Sponsorship at College Sports Summit**
 - Full Page Ad in College Sports Summit Program
 - Branding: logo on webpage, digital/physical signage





BENEFITS SUMMARY

- Sponsorship in 2017 **College Sports Summit** (exhibit booth)
- Attendance to **2-3 Regional** college gatherings with signage and promotion
- Logo branded on monthly **College email newsletter**
- **Full page** color print ad in College Sports Summit Program

\$9500 Investment (12 Months)



To activate a College Initiative sponsorship, contact:
 Rob Payne rob@sportsvideo.org or Andrew Gabel agabel@sportsvideo.org